

UNIVERSITI TEKNOLOGI MARA

SATISFACTION OF SERVICE QUALITY ISLAMIC BANKING AMONG UITM PUNCAK ALAM STUDENTS

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Academic Writing submitted in partial fulfilment of the
requirement for the degree of **Diploma in Muamalat**

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AUTHOR’S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I ,hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study was to examine student satisfaction on service quality Islamic banking in Malaysia. These respondents were students of UiTM Puncak Alam. The questionnaire was distributed to 59 students. Data was analyzed using SPSS software version 18. The data was tested by using quantitative method to anlysis the question of study and achieve the objective of this study. The objective of the study is to analyze the aspects of service quality that may affect customer satisfaction.and to identify the level of customer satisfaction with the aspect of service quality Islamic banking. The result of the study was shows that students agreed that service quality of Islamic banking in Malaysia is good and they satisfied with service quality of Islamic banking in Malaysia. Through the analysis, the results showed that there is a positive relationship between the level of student satisfaction with dimensions of compliance, assurance, reliability, tangible, and empathy.

Keyword : Islamic Banking, Service Quality, Customer Satisfaction.

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